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ABSTINENCE AND ALCOHOL CONSUMPTION AMONG STUDENTS: THE INFLUENCE OF PERSONAL, FAMILY AND SOCIO-CULTURAL SPHERES

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Introduction: Among young people, regular or alcohol abuse seems to ally with individual factors, which congregate to other generators behaviors health risk, in social environment, including family and school. The consumption of alcoholic beverages in the younger age groups, according to the World Development Report goes beyond 60%. In the Portuguese case, the Alentejo is the region that recorded higher consumption among schoolchildren.

Objectives: This study aims to know the personal influences of family, of belonging to the group and the school environment, on the withdrawal and consumption habits among young people. **Methods:** A qualitative nature of research, using comprehensive semi-structured interviews. The study was developed in a school district of Evora, Portugal. The sample consists of ten students from the 8th school grade, five non-consumers-five consumers aged between 13 and 15 years old.

Results: The trial takes place between 12 and 14 years old as a result of curiosity, explicit or tacit motivation, “give style”, the environment, entertainment and observing behavior. Among the effects of intake indicated as motivators consumption highlight the joy of reaching states and willingness. Family members tend to encourage moderate drinking on festive occasions. family models exaggerated consumption repudiate ingestion. The elements of the group of belonging tend to motivate explicitly, the intake among consumers students. The school promotes initiatives on the theme, punctually.

Conclusions: The consumption of alcohol among young people suffer the personal, family and belonging group influences. The initiatives in school tend to have no effect.

Keywords: Alcohol. Youth. Family. Group of belonging. School.